Contract / Revision

## WKMG

260574

## Flight Dates 09/28/12-10/04/12

00:15:00 Order Sep

Estimate # 1881 Product Alt Order # 06352541

**OBAMA FOR AMERICA** Billing Type Cash Original Date / Revision

Agency Com 15% **GENERAL** Order Type 09/27/12 09/27/12

**Billing Contact** EOM/EOC Billing Cycle Advertiser Pol/Pres/D/Barack Obama

3050 K Street NW Billing Calendar BROADCAST New till 02/05/09 Suite 100 A35+ Demographic Washington, DC 20007

Agency GMMB AGY POL CAND **Rev Codes** 

**Buying Contact** Product Codes PL-Presidential-Democrat Sales Office PHI

P-2 **Priority** Sales Region NAT 3050 K Street NW Advertiser Ref Agency Ref Suite 100

**Primary Account Executive** Kristen Waskie

Washington, DC 20007

Start Date **End Date** Account Executive Order% Kristen Waskie 100%

Order Share 100% Market Value 72500 Competing Station % of Order

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

**Billing Plan Order Totals** Net Amount Gross Amount # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Month \$29,900.00 \$25,415.00 September 2012 12 \$25,415.00 \$29,900.00 0.00 08/27/12 09/30/12 12 \$36,210.00 \$42,600.00 0.00 10/01/12 10/04/12 16 October 2012 16 \$36,210.00 \$42,600.00 Totals 28 \$61.625.00 \$72,500.00 0.00

											Tota	ıls
Ln Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
E 1 WKMG	09/28/1	2 09/28/12	Morn News at 5a	CM	5-530a	1	2:00	1	\$1,100.00 P-2	0.00 <b>N</b> M	1	\$1,100.00
			Morn News at 5a									
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/	24/12	09/30/12	1	1	\$1,100.00	0,00						
E 2 WKMG	10/01/1	2 10/04/12	Morn News at 5a	CM	5-530a	MTWT	2:00	1	\$1,400.00P-2	0.00 NM	1	\$1,400.00
			Morn News at 5a									
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/	01/12	10/07/12	MTWT-~-	1	\$1,400.00	0.00			<b></b>			
E 3 WKMG	09/28/1	2 09/28/12	Morn News at 530	a CM	530-6a	1	2:00	1	\$1,600.00 P-2	0.00 NM	1	\$1,600.00
			Morn News at 530	)a								
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/	24/12	09/30/12	1	1	\$1,600.00	0.00						
E 4 WKMG	10/01/1	2 10/04/12	Morn News at 530	a CM	530-6a	MTWT	2:00	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.00
			Morn News at 530	)a								





ontract / Revision 26057

260574 Flight Dates 09/28/12-10/04/12

Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

<u>Order Sep</u> 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA Estimate # 1881

E 4 WKMG 1	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	and the second s		Spots	Amount
	10/01/12	10/04/12	Morn News at 530 Morn News at 530		530-6a	MTWT~~-	2:00	1 \$1,800.00 P-2	0.00 NM	1	\$1,800.00
<u>Start</u> Week: 10/01		End Date 10/07/12	<u>Weekdays</u> MTWT	Spots/Week 1	<u>Rate</u> \$1,800.00	Rating 0.00					
E 5 WKMG (			Morn News at 6a Morn News at 6a	CM	6-7a	1	2:00	1 \$2,000.00 P-2	0.00 NM	1	\$2,000.00
<u>Start</u> Week: 09/24		End Date 09/30/12	Weekdays	Spots/Week	<u>Rate</u> \$2,000.00	Rating 0.00					
E 6 WKMG			CBS This Morning		7-9a	1	2:00	1 \$1,400.00 P-2	0.00 NM	1	\$1,400.00
<u>Start</u> Week: 09/24		End Date 09/30/12	Weekdays	Spots/Week	<u>Rate</u> \$1,400.00	Rating 0.00					
E 7 WKMG 1			CBS This Morning		7-9a	MTWT	2:00	2 \$1,800.00 P-2	0.00 NM	2	\$3,600.00
Start Week: 10/01		End Date 10/07/12	Weekdays MTWT	Spots/Week	<u>Rate</u> \$1,800.00	Rating 0.00					
E 8 WKMG			CBS Sunday Mor	ning CM	9-1030a	1	2:00	1 \$4,800.00 P-2	0.00 NM	1	\$4,800.00
Start Week: 09/24	Date	End Date 09/30/12	Weekdays	Spots/Week	<u>Rate</u> \$4,800.00	Rating 0.00					
E 9 WKMG			Fri Amer Tks Para	ade CM	11a-12p	1	2:00	1 \$2,200.00P-2	0.00 NM	1	\$2,200.00
Start Week: 09/24	Date	End Date 09/30/12	Weekdays	Spots/Week	<u>Rate</u> \$2,200.00	Rating 0.00					
E 10 WKMG			11-12p Price Is R Price Is Right	ight CM	11a-12p	MTWT	2:00	1 \$4,800.00 P-2	0.00 NM	1	\$4,800.00
<u>Start</u> Week: 10/0	1/12	End Date 10/07/12	Weekdays MTWT	Spots/Week	<u>Rate</u> \$4,800.00	Rating 0.00					
E 11 WKMG			Local 6 News 12- Local 6 News 12-	1230p CM	12-1230p	1	2:00	1 \$1,600.00 P-2	0.00 NM	1	\$1,600.0
Start Week: 09/24	Date	End Date 09/30/12	Weekdays	Spots/Week	<u>Rate</u> \$1,600.00	Rating 0.00					
E 12 WKMG				1230p CM	12-1230p	MTWT	2:00	2 \$3,400.00 P-2	0.00 NM	2	\$6,800.0
Start Week: 10/0	Date	End Date 10/07/12	Weekdays MTWT	Spots/Week	<u>Rate</u> \$3,400.00	Rating 0.00					
E 13 WKMG					530p-6p	MTWTF	2:00	1 \$2,000.00 P-2	0.00 NM	1	\$2,000.0
Start Week: 09/2	Date	End Date 10/04/12	Weekdays MTWTF	Spots/Week	<u>Rate</u> \$2,000.00	Rating 0.00					
E 14 WKMG					530p-6p	MTWT	2:00	1 \$2,600.00 P-2	0.00 NM	1	\$2,600.0
<u>Start</u> Week: 10/0	t Date	End Date 10/07/12	Weekdays MTWT	Spots/Week	Rate \$2,600.00	Rating 0.00					
E 15 WKMG	~		***************************************	CM	6-630p	1	2:00	1 \$2,400.00 P-2	0.00 NM	1	\$2,400.0
		End Date	Weekdays	Spots/Week		Rating 0.00					
Start			1	1	\$2 <u>4</u> 00 00						
Start Week: 09/2 E 16 WKMG	4/12	09/30/12	1 M-F 11p News M-F 11p News	CM	\$2,400.00 11-1135p	1	2:00	1 \$6,000.00 P-2	0.00 NM	1	\$6,000.0

## **WKMG**



260574

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Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA Estimate # 1881

									Tota	NO.
Ln Ch Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
E 16 WKMG 09/28/	12 09/28/12	M-F 11p News M-F 11p News	СМ	11-1135p	1	2:00	1 \$6,000.00 P-2	0.00 NM	1,	\$6,000.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$6,000.00	Rating 0.00					
E 17 WKMG 10/01/	12 10/04/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWT~~-	2:00	1 \$6,800.00 P-2	0.00 NM	1	\$6,800.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> MTWT	Spots/Week 1	<u>Rate</u> \$6,800.00	Rating 0.00			±111.2		
E 18 WKMG 09/28/	12 09/28/12	M-F David Letterr David Letterman	nan CM	1136p-1238a	1	2:00	1 \$2,000.00 P-2	0.00 NM	1	\$2,000.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$2,000.00	Rating 0.00					
E 19 WKMG 10/01/	12 10/04/12	M-F David Lettern David Letterman	nan CM	1136p-1238a	MTWT	2:00	1 \$6,800.00 P-2	0.00 <b>NM</b>	1	\$6,800.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> MTWT	Spots/Week 1	<u>Rate</u> \$6,800.00	Rating 0.00					
E 20 WKMG 09/29/	12 09/29/12	College Football College FB Toda	-	3-330p (3:28 PM-3:3	1- 0 PM)	2:00	1 \$2,400.00 P-2	0.00 NM	1	\$2,400.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> 1	Spots/Week 1	<del></del>	Rating 0.00		****			
E 21 WKMG 10/01/	12 10/04/12	Morn News at 6a Morn News at 6a	CM	6-7a	MTWT	2:00	1 \$900.00 LUF	0.00 NM	1	\$900.00
<u>Start Date</u> Week: 10/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> MTWT	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00					
E 22 WKMG 10/01/	12 10/04/12	News at 5p News at 5p	CM	5-530p	MTWT⊶	2:00	1 \$700.00 LUF	0.00 NM	1	\$700.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> MTWT	Spots/Week 1		Rating 0.00					
E 23 WKMG 10/01/	12 10/04/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWT	2:00	1 \$2,400.00 LUF	0.00 NM	1	\$2,400.00
<u>Start Date</u> Week: 10/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> MTWT	Spots/Week	<u>Rate</u> \$2,400.00	Rating 0.00					
E24 WKMG 10/01/	/12 10/04/12	M-F David Letter David Letterman		1136p-1238a	a MTWT	2:00	2 \$1,000.00 LUF	R 0.00 NM	2	\$2,000.00
<u>Start Date</u> Week: 10/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> MTWT	Spots/Week	Rate \$1,000.00	Rating 0.00					An 100.55
E 25 WKMG 09/29	/12 09/29/12	Lcl 6 Sports Acco Local 6 Sports A		7-8p	1-	2:00	1 \$2,400.00 P-2	0.00 <b>N</b> M	1	\$2,400.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	Weekdays 1-	Spots/Week	Rate \$2,400.00	Rating 0.00					
Constitution of the Consti						45.		Totals	28 \$	72,500.00